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社交媒體對消費者行為的影響

The Influence of Social Media on Consumer Behavior with the
Mediating Effect of Consumer Trust, Perceived Value and
Perceived Risk: A Case Study in India

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準碩士推薦函

本校企業管理學系管理科學碩士班研究生 莫妮卡 君在本系修業二年，已經完成本系碩士班規定之修業課程及論文研究之訓練。


1、在修業課程方面： 莫妮卡 君已修滿 42 學分，其中必修科目：研究方法、管理科學等科目，成績及格。

2、在論文研究方面： 莫妮卡 君在學期間已完成下列論文：

(1)碩士論文：社交媒體對消費者行為的影響

(2)學術研討會：

本人認為 莫妮卡 君已完成南華大學企業管理學系管理科學碩士班之碩士養成教育，符合訓練水準，並具備本校碩士學位考試之申請資格，特向碩士資格審查小組推薦其初稿，名稱：社交媒體對消費者行為的影響，以參加碩士論文口試。

指導教授： 

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論文摘要

如今，社交媒體無疑已成為我們生活中不可或缺的一部分；人們在各個方面都使用它。雖然社交連接了世界，但現在它也成為了在線營銷的樞紐。通過社交媒體進行營銷為消費者提供了可用性、連通性和更多選擇的機會。

本文映射了購買意願測試保值、保值風險、消費者信任的中介作用。該研究將識別並鞏固在社交媒體環境下影響買家購買意願的前身因素。這認為社交媒體的使用將對買家在社交媒體上的信念和感知價值產生積極影響。本研究的目的是為賣家提供一些見解概覽，以從消費者的角度研究印度消費者的購買意圖。數據將通過向 200 名印度學生、受僱或自僱人士發送調查問卷來收集。數據將使用 IBM SPSS 22.0 軟件進行分析，包括採樣頻率、均值、標準差、可靠性、相關性、回歸分析、因子分析和相關性分析。本文將揭示社交媒體如何影響印度消費者的購買意願；它還有助於了解印度消費者在社交媒體背景下的行為。

關鍵詞：社交媒體、消費者行為、購買意向、保值、保值風險、社交媒體營銷

ABSTRACT

Nowadays, undoubtedly social media became an essential part of our life; people use it in all aspects. Although sociability connects the world, now it also became a hub of online marketing. Marketing through social media gives access to usability, connectedness, and more options to their consumers.

This paper maps the purchase intention testing the mediating the effect of preserved value, preserved risk, consumer trust. The study will recognize and consolidate predecessor factors that impact buyer buying intention beneath the setting of social media. This believes that the use of social media will have a positive impact on the beliefs and perceived value of buyers on social media. The objective of this research study is to endow some insights overview for sellers to find out the purchase intention of Indian consumers as it studied from the side of consumer's point of view. The data will go to collect by sending a questionnaire to 200 persons who are a student and employed or self-employed people in India. The data will analyze by using the IBM SPSS 22.0 software, which includes sampling frequency, mean, standard deviation, reliability, correlation, regression analysis, factor analysis, and correlation analysis. This paper will reveal how social media influences purchase intension of Indian consumers; it will also help to understand Indian consumers' behavior under the social media context.

Keywords: social media, consumer behavior, purchase Intension, preserved value, preserved risk, social media marketing

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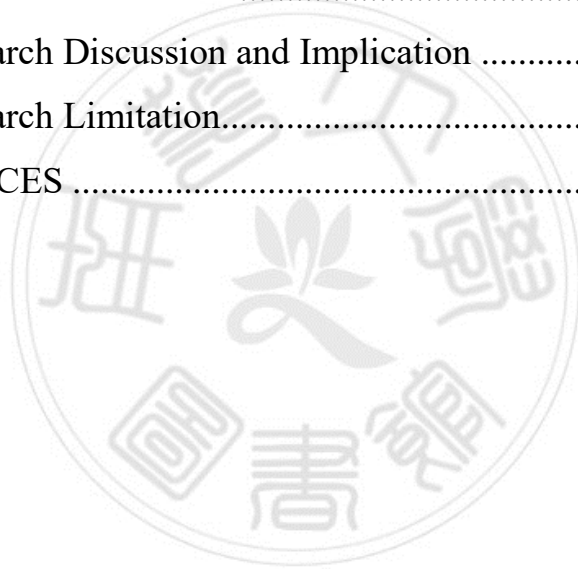


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CHAPTER ONE_INTRODUCTION

The theme of this paper, social media influences consumer behavior, which is promoting consumer behavior intension in India. It is good to define the influence of social media on consumer behavior before further study.

Social media has a vast network all over the world. Social media has the very highest valuable point in the world. While social media is a kind of addiction, but social media also benefits in many ways. It has web-based technology to facilitate social interaction between large groups of people through “some types” of the network. The most commonly and popularly used network is the internet.

It has not only just a name, but social media has each of the more than 300 social networking sites currently in existence. Social media is an important part of human existence. Recent research shows that social media plays an important role in immigration communication, interpersonal relationships and connections, and online shopping from offline to online. (Kizgin et al., 2020) Consumers can communicate with their brands through their smartphones, they can also share information with their friends on social media (eWOM), and they can even influence the company's value in the currency market by sharing videos on social media. (Lopez & Castaño, 2019)

Social media has emerged a huge name in today’s daily life. According to globally, there are quite three billion folks’ users of social media, and it is every time changing this number web-based platform. In the real world, the most popular social networks in January 2019 are as follows: Facebook 2.27 billion users (as of January 2019), YouTube (1.9 billion), WhatsApp (1.5 billion), Facebook Messenger (1.08 billion), WeChat (1.08 million), Instagram (1 billion), QQ (803 million), Q zone (531 million), Doyen/Tiktok (500 million) and China Weibo (446 million). (Dollarhide, 2019)

Social media helps in various ways, like choosing them on value products, comparing between two or more than two brands, etcetera. In recent days' social media became a popular trend to purchase and sale of products. Moreover, find good quality or brand has resulted in consumer behaviors towards social media and purchase intention also. This paper will focus on 'how social media works as a tool for the consumer to choose their products and also studies how social media's influence on consumer behavior is successful in the Indian market.

1.1 Research Background and Research Motivation

Lopez (2019) pointed out in his article that social media was and will continue to be an important tool for changing consumer behavior. Social Media popularly used for various business purposes like promotion products, business expansion, promotion of consumer's intention towards the purchase of products. According to Powers et al. (2012) note that the social media revolution has brought new ways of understanding the numerous products and services on the market that allow consumers to communicate and discuss the brand with everyone. Others are quick and easy. In short, it is a tool to promote various business purposes, also known as social media. It has become a powerful platform for high brand awareness and high return on investment. When millions of people watch content on social media, brands and companies have unlimited opportunities to promote products and services on social media. Trust and risk have been theorized and observationally affirmed as the foremost powerful components influencing person behavior toward social media platforms.

In addition, Muntinga et al. (2016) Recognizing that trust is an important concept that creates certain benefits for people by reducing the risk of social interaction. Facts have proved that lack of trust makes social media users feel

that they are not needed. Perception of personal behavioral risks associated with social networks. Several articles have shown the important relationship between risk and individual behavior, but no significant results have been found (Chai et al., 2011). After understanding the relationship between perceived risk and individual behavior in this article, the theory department proposed the concept of perceived risk. In terms of results, it concluded that there is something important to lose (Wang et al., 2016).

Perceived risk is adversely related to risk-taking. When people utilize social media, they have gotten to be co-owners of the data. This means we are going to lose some control of that data. Social media perceived risk may be a crucial obstruction for online people who are considering whether to create certain choices. The plausibility of antagonistic results of utilizing social media leads to discernments of chance, particularly the perceived risk related to information protection and Web vulnerabilities. Social media ponders on information protection basically target security contemplations. Protection contemplations are sketched out as contemplations a few of feasible misfortune of security as a result of information uncovering to others on social media. perceived risk is regarded as an enormous development that adversely relates to a person's behavior on social media.

According to Muntinga et al. (2011), social media provide a place for the customer where they can discuss and share their idea with others. This is a way for consumers to communicate about products or services (Arora, 2019). Indians are very active on multiple social media platforms. 88% of users share content on their social profiles and spend more and more time on social media sites. India is the world's second largest online market after China. By 2021, India will have more than 600 million Internet users. In 2015, India was the fastest-growing e-commerce market. The growth rate is 129%. Amazon is a leading e-commerce website with sales of 437 million U.S. dollars in 201617.

Flipkart ranked second with sales of 399 million US dollars. Total online sales in 2016 were 38 billion U.S. dollars (<https://askopinion.com2018>).

1.2 Research Purpose and Objective

Based on aloft research and motivation, this research aims to understand and realize the perception of consumer behavior in the context of social media in the context of Indian research. This research aims to collect data and conduct consumer surveys on social media behavior in the Indian market. Recently, the target of organizations has touched from relationship promoting to participating customers, as satisfying customers isn't enough to confirm their loyalty and profitableness (Pansari & Kumar, 2017). firms progressively suppose social media sites to interact with shoppers. (King & Sparks, 2014)

In terms of usage, as mentioned in the analysis background, social media is still in its infancy in Asian countries, and most companies lack the implementation and operation experience of social media platforms. The value of investing in social media. Social media is no longer an isolated sales channel dedicated to communication and advertising purposes. So far, the brilliant performance has turned into sales. This research can provide managers and professionals with some insights into consumer prospects.

Based on the research goals and motivations that are the main goals of this research, the questions are formulated as follows:

1. what do social media influence the purchase intention of Indian consumers?
2. How is the role of the value that can mediate the influence of sociability on consumer behavior?
3. What are the mediating roles of trust, risk, the value of different types of individual behavior toward social media?

4. How to understand the role of social media consumer behavior in the Indian market?

The objectives of this study Each of the above points will be critical analysis with special attention on consumer or social media marketing; in this paper also talking about, the research aims to understand and understand consumer behavior in the context of Indian social media. This document also examines the percentage of consumer analysts who use social media to buy your product and who do not use social media. Social media is thriving in understanding consumer behavior, and their purchase intention.

1.3 Research Scope and Delimitations

First of all, the study makes an endeavor to conclude a few nonexclusive components that impact customer behavior underneath social media; it has a few perspectives that characterize and set confinements to customer behavior. The study will not take into account individual variations, like on-line victimization habits, individual temperament, and different situational factors. It additionally means that no comparative analysis can discuss during this study. Social media on consumer behavior, the study will be confined in various Indian places such as New Delhi, Mumbai, Chennai, Kolkata, extra the user of social media in these major cities are overgrowing. Most of the people using their internet in smartphones, tablets, and laptops, thus they are familiar with social media. It will be easy to know their intention towards social media. Another potential limitation of this research is the representativeness of the information. Given that the Indian market is very large in terms of geology and demographics, terrible and huge evidence is needed to fully attract the population. Moreover, considering the time and asset imperatives, helpful examining is that the foremost worthy procedure for this think about indeed assuming there may be inclinations inside the test choice. The confinement on

tests might ruin the understanding of the specific impact of social media on customer behavior in India.

Base on the subject of the as above, Table 1.1 presents the scope of this research in detail:

Table 1.1 the Scope of this Research

Items	Scope of The Study
Type of research	The study conducts literature reviews to build up the research hypotheses and framework. The author will Collect data by using questionnaires to test hypotheses and figure out the results and conclusions.
Key Issue	To look at the impact of social media on buyer behavior in India. This portion is aiming to comprises of two segments. The main part is dedicated to the general definition and attributes of social networks, providing a comprehensive understanding of social networks. The second part examines magazines and articles about acquisition costs, customer attitudes towards online marketing, social networks, and determining communication skills. Social network. Through their purchase intentions on social media, the ease of use in terms of perceived risk, perceived value, and consumer confidence.
Dependent variables	Purchase intention

Independent variables	Consumer Trust, Perceived Value, Perceived Risk, and Social media.
Research study location	India
Analyzed Unit	Personal Individual Consumer
Research Method	Using SPSS version 22.0 to run and analyze the data

Source: Author Self-Creation

1.4 Procedure and Research Structure

The purpose of this article is to improve the user experience; the overall structure of this document consists of five parts: introduction, literature review, research methods, data analysis, and results; conclusions and recommendations. Several steps were taken to complete this research. First, a comprehensive literature search was conducted to clarify the complex theoretical framework of core concepts such as social media, social media connectivity, usability, consumer behavior, risk retention, value retention, and purchase intention.

This study will use a quantitative research method and conduct surveys through many different kinds of questioners. Second, based on the literature mentioned above review, hypotheses developed within the relationship between each variable. Third, an online questionnaire survey will post in any official formats; social media and mail to the colleague, university, and company employees to fill it after collecting the responses questionnaires; data will interpret and analyze. In addition, conclusions, assumptions, limitations, and impact on management will be communicated at the end of the investigation. The flowchart diagram of this research is shown in Figure 1.1

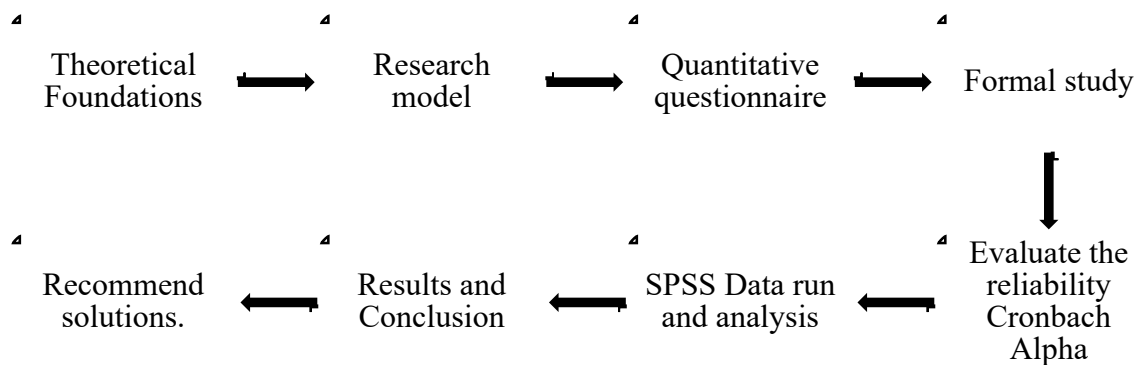


Figure 1.1 Research Flow Chart

Source: Author Self-Creation

1.5 Research Structure

The content of this study has divided into five chapters which summarized each chapter:

Chapter One: Introduction

The first half, the introduction of this study, first summarizes the background of the analysis, especially the current status of social media in India. The motivation of this study thought-about from each theoretical and utilisation views.

Chapter Two: Literature Review

The second chapter deals with literature research; During this semester, supported by the results of the literature research and the selection of focus information, an abstract model for hypothesis testing will be presented that includes each of the exogenous and endogenous variables; then the planned analysis hypotheses and thus the directions of the relationships are supported by the previous empirical literature.

Chapter three: Method of research

The third chapter is a research methodology, and It describes the central philosophical position of the study, the qualitative analysis involves in a very cluster study, whereas the quantitative analysis involves form style, information assortment or hypothesis testing, and information analysis.

Chapter four: Research analysis and findings

Forth data analysis and result descriptive with dataset, validity reliability testing, hypothesis testing data analysis, and result descriptive. It includes data collection, basic characteristics of respondents, descriptive statistics of each element of the research, and testing of the reliability of the research design. It also presents the research results to verify the research hypotheses, including the relationship between social media consumer attitudes toward the relationship between social media behavior. Descriptive analysis techniques SEM, factor analysis, reliability test, independent sample t-test, one-way analysis of variance (ANOVA), multiple regression analysis, mediating effect test and the validity of the measurement scale described in this chapter.

Chapter five: Conclusions and suggestion

The fifth and final sentence is the conclusion and descriptive sentence of the data set, the validity and reliability of the research model and structure, the hypothesis test result of the structure model, hypothesis test and knowledge analysis. Conclusions and social controls apply to teachers and social media experts. The following describes the scientific contribution and impact on governance. Limitations of this research and other recommendations - Limitations of this research and general conclusions to answer the research questions.

CHAPTER TWO_LITERATURE REVIEW

2.1 Theoretical foundation

Experts and researchers have proposed different definitions of social media (Kaplan, 2010) and (Haenlein & Julian, 2017): social media is an online channel that enables users to participate in real-time or real-time participation in a practical and selective way. Among them Time to show. Asynchronous, both in general and with perceptive audiences who value user-generated content and interactions with others. (Parr, 2010) social media defines social media as the use of electronic media and the Internet to share and discuss information and experiences with others more effectively. (Ospina, 2019) social media has changed the world, and the rapid and widespread adoption of these technologies is changing the way we find partners, the way we receive news, and the way we organize to demand political change.

(Dykeman, 2008) regards social media as “a tool that everyone needs to publish innovative digital content; provide and receive timely feedback through online discussions, comments, and ratings; make changes or corrections to the original content or make changes to the original social media platform correct (Mohsin, 2020). If you direct your content towards the audience of the social media platform, you will succeed. The online cyclopedia wiki defines social media as a means of social interaction, victimization, extremely accessible, and bottom-up business techniques. Social networks use network technology to display and transmit media monologues in conversations on social networks. Despite all possible definitions, disclosure of the three main components that make social media active and prosperous, namely content, community, and the Internet, is not exhaustive 2.0 Although social media is not a technology, it is just empty talk. Web 2.0 technology enables people to use different platforms to share, discuss, and create content with each other in the community.

However, if people do not use technology to create value, the technology itself will lose its meaning. From that point of view, social media sociability and social media usability complementary and necessary to understand.

As a channel for active interaction with consumers, social media has attracted more and more attention, leading to the popularity of consumer interaction with advertising on social media.

2.1.2 Theory of Planned Behavior

Aizen proposed the idea of planned behavior in 1991. TPB is currently used as the most widely recognized social psychology theory to explain human behavior in various fields (Gao et al., 2017) and (Rezaei, 2019). The TPB hypothesis is based on attitudes toward selected behaviors, perceived performance control (PBC), and subjective norms (Ajzen, 1991, 2002) and (Rezaei, 2019), and can predict the intentions of related persons with high accuracy. PBC is defined as the perception of people's control of certain behaviors and their ability to participate in these behaviors (Ajzen & Fishbein, 1980) and (Maleksaeidi, Keshavarz, 2019). Purchasing intention theory enables us to predict the intentions and behaviors related to buying or using the same brand or product, as well as the choice between different brands or products. (Arifani, 2018'Haryanto, 2019)

The theory of plane behavior expressed that each consumer's choice based on a few reasons, which can be anticipated by the state of mind, subjective standard, and seen behavioral control. (Choi & Johnson, 2019) The planned behavior theory hypothesizes that it is essential to degree the deliberate of a person's behavior in arrange to foresee a person's behavior. A person's behavioral expectation, impacted by the person's state of mind towards activity, the person's desires of their cherished ones, and the person's recognition of the

person's behavior. The ability to perform actions. People's desires and perception abilities are called subjective standards and visible behavior control.

2.1.3 Technology Acceptance Model

The Technology Acceptance Model (TAM) (John & Bharathy, 2020) could be a well-known theory given by Davis in (1989). (Rafique & Anwar, 2019) cap was tailored in numerous analysis fields, to investigate the acceptance of technology Davis's research tells that the external variables that confirm attitudes toward victimization technology. The analysis explains the perceived quality and perceived ease of use. These two compelling factors confirm the user's attitude towards technology. (Davis, 1993) found that two important variables, perceived quality and perceived ease of use range, combine the determinants of their performance intentions.

Perceived quality is the degree to which one believes that using an explicit system will improve its performance, and perceived ease of use is related to the degree to which one believes that using an explicit system will release workload. External variables and perceived availability determine the perceived quality, and only perceived external factors can confirm availability. (Rafique & Anwar, 2019) tam-o'-shanter was adopted and extended with external factors on the premise of 3 reasons.

First, it helps to understand the user's perspective when adopting MLA. Second, TAM is used by completely different researchers in different fields, such as searching (Hubert et al., 2017), e-learning (Jeong, 2011), online library (Zhao et al., 2015), digital library (Zha et al., 2015) and MLA (Joo and Choi, 2015, Aharony, 2014); third, it helps researchers determine the influence of external factors on the dependent variable. Therefore, this study chosen tammy as a planned model, because it can facilitate North American nation in

understanding the initial adoption of the enforced technology in a very developing country context.

2.2 Social Media in India

Currently, India has a total population of more than 1.36 billion, India is the second-most populous country, 230 million or 70% are social media users (Pragati, 2019). In 2018, the number of Indian users reached 326.1 million.

Favorite social media sites for Indian consumers are Facebook and YouTube among the social media platforms in between 2017 to 2020. Tiktok is the most downloaded app, Amazon and Flipkart are the most popular online shopping platforms; Orkut was the first one of the big social networking websites. It was one of the most visited websites in India, and its closing announced in 2014” (Oberst, 2017). Social media has fundamentally changed the way people live in this Asian country and has played an important role in changing the way of life in India. For many Indians, these websites have become commonplace, and they can now access thousands of online websites that serve different teams and support different interests and hobbies. These virtual communication forums are increasingly becoming gifts in people’s daily lives. Although they are used more and more in the crowd, they are especially popular with young people.

A layout of social media locales in Asian nations totals six styles of major social media destinations:

- i. Social Networks
- ii. Bookmarking Sites
- iii. Social news
- iv. Media Sharing
- v. Microblogging
- vi. Blog comments and forums

2.3 Definition of construct

There have several definitions of social media. totally different varieties of applications web site and platforms represent social media, specially, our planned (Li & Zhu, 2016) approach takes advantage of the range of social media knowledge by investment the link relationships among users to realize the extremely correct definition of opinions supported matter contents, which might take two approaches. Social media data provide a great way to share consumer emotion, seek, and social support informally and casually. (Patel & Mistry, 2015) Subsequently, it's essential to summarize a few common shapes of social media so as to line the boundaries between what has a place in social media and what's not (Peters., et al. 2013). "Social network" can be constructed from two fields of analysis, communication science, and social science: a communication system is a unit from the field of social networking, which enables their social subjects to talk to each other through two connections. Media and alternative online and offline media: By definition, social media is diverse, direct and accidental.

Definition of social media

Social media are connecting with people with new and different ways. Usability and sociability are two characteristics of virtual communities that make social networks successful. Usability and sociality unit each third-dimensional builds, joining these two differing develops renders a request framework advanced and so less centered on. This considers almost inspected the portion of sociality and esteem on social media.

Sociability

The definition of sociality is different in different technical intermediary contexts (Jin et al., 2017; Tooth et al., 2019). Sociability is the degree to which a collaborative learning environment is seen as conducive to the development

of social spaces. The network recognizes customers through social interactions. The social intimacy generated when the media interacts with other customers is used to classify different types.

Sociability refers to the attributes of an online community that maintains a social state. (Wang., 2016) a social network in sociality. So these two views clarify the behavior when choosing a social network (such as a person's tendency to influence society) sociality as an la. In this case, this will be investigated, which will have an impact on user safety and user behavior. At the same time, the impact of sympathy on social networks was studied. When it comes to social media goals, buyers may consider other users' comments and feedback at some point when making a decision recently. Consider that the invitation illustrates the characteristics of the social network of the supporting country. The community, the area where buyers can communicate in person, or for general use.

Usability

According to Preece (2001) and Phang (2011), usability and sociality support the relevant mainstream literature. Previous research has examined the perception of usability and sociality associated with virtual community systems. De Souza, Pryce (2004) and Fang (2011) planned a comprehensive framework for analyzing and understanding the usability and sociality of social networks. Understanding social media and its convenience is vital for each individual and organization World Wellbeing Organization wishes to fight with inside the showcase. Customers of the World Prosperity Organization have a good understanding of social media, and an in-depth understanding of its characteristics can make life smoother and more responsive. (Khalaf Ahmad, 2016) social media can be part of your trading method, and failure to understand the quality of social media is critical to frustration. Taprial and Kanwar (2012) learned about the 5 most powerful and outstanding social

networks. Speed, interactivity, durability, and range. You can talk about social media in terms of its convenience. Based on a letter about the convenience of social media, these assumptions are summarized.

2.4 The Characteristics of Social Media

Thousands of articles and blogs are publications that look at social media from different angles; there is an extremely extraordinary speculative element that reliably outlines the characteristics of social networks. (Rice University, 2007) Researchers have discovered that the most trusted "nodes" or network members bring these users together. United Nations agencies regularly establish the most important "circle of friends" in the network and establish a firm foothold on the border with the "core". "The network is reachable. This means that the information intent spreads faster in the larger part of the network, and the closer it is to the core and regional units of the social network. This can be exactly the sort of chance that the majority marketers look-for it. To my enchant, numerous articles still offer a brilliant portrayal of social media characteristics.

Social media has the characteristics of data openness, participation, interaction, sharing, and connectedness; few researchers conducted the study of things poignant client adoption of social media from the angle of social media characteristics. It has already integrated into a part of our lifestyle. Understanding the characteristics of social media isn't solely necessary for people however additionally crucial for corporations World Health Organization need to contend within the market. Clients World Wellbeing Organization have a genuine command of social media abilities and recognition of social media (individual offering, item data looking for) characteristics can construct their life more well-off and deliver themselves additional worth.

(Allton, 2014) seven styles of characteristics of social media are often summarized as follow:

- i. It needs to be Everywhere your customers are.
- ii. Social Media Discipline.
- iii. It Provokes Engagement.
- iv. The Ideal Brand Presence is Trend Focused.
- v. Visuals drive it.
- vi. It is Humane.
- vii. It must be Fun.

2.5 Purchase Intention

The study supported Purchase intention is that the preference of shoppers to shop for the merchandise or service. There is a more proven fact of purchase intention: purchase intention refers to the consumer's intention to interact on social shopping sites when shopping online. Supported this time, purchase intention will repute a mirrored image of the consumer's behavioral outcomes.

The consumer can purchase a product once analysis. several factors have an effect on the consumer's intention whereas choosing the merchandise, and therefore the final call depends on the consumer's intentions with important external factors. Purchase will contemplate as a final judgment in most transactions. Previous studies additionally found that purchase intention in social commerce can still treat because the response in our analysis model. promoting researchers usually posit purchase intention within the part of an acquisition call. during this stage, shoppers have already fashioned preferences among varied brands and prepared to form the ultimate purchase choices. It represents the ultimate choices of shoppers supported trust.

2.5.1 The Definition of Purchase Intention

According to Wu et al. (2018) found that Purchase intention indicates the chance that customers can set up or be willing to get a selected product or service within the future. However, purchase intention comes from activity science, from the term "intention". Simply identifying purchase intentions from commercial vocabulary may be an obligation to purchase selected products or services in the future. Purchase intention will use to predict that brands or merchandise shoppers can obtain next time once they window shop. Positive energetic will say that buy purposefully not exclusively shows a tall probability of real buy, in any case, it conjointly reflects a consumer's genuine commitment or dependability towards stock and makes.

2.5.2 Current Study on Purchase Intention

The current study on purchase intention found that it's a variable that depends on the method and closely associated with shopper shopping for behavior. Researchers have many external and internal factors. Buying intention is vital inside the choosing created completely distinctive hypotheses and models to spot the arrangement of buy purposeful however as understanding the component from diverse sees and sees. At display, there are numerous sees on the think about of customer buy deliberate. (Arifani, 2018) and (Haryanto, 2019). Purchase intention may be a tendency of customers to buy product or services. the procurement purpose is that the shopper needs to shop for a item. steady with Diallo (2012), buy deliberate is measured by victimization four pointers, getting to get, having budgeted cash to shop for, considering shopping for, and having the inclination to shop for.

2.5.2.1 Purchase Intention based on Consumer Attitudes

Sarreal (2018) says that consumer's purchase intention described in terms of brand name, product quality, price, packaging, and advertising. Buyer

demeanors are a composite of customer convictions, sentiments, and behavioral eagerly. (Fishbein and Ajzen, 1975). In addition, (Trana and Nguyen, 2020) pointed out that purchase intention may be the objective intention of product consumers. (Spears and Singh 2004) describe purchase intention as the conscious desire or intention of consumers to create opportunities to purchase products (Pavlou, 2003).

In addition, (Trana and Nguyen, 2020) also mentioned that purchase intention focuses on whether consumers want and intend to purchase specific products through online trading platforms. (Hidayat and Diwasasri, 2013) found that buyers' attitudes towards counterfeit products have an absolute influence on whether buyers buy counterfeit products. Forbes, the upper standing of consumers' consumption won't have an effect on their attitudes toward getting counterfeit product. closing in current writing may be recognized that's all through the pre-conceptual arrange of the securing decision-making strategy, the arrangement of states of mind can significantly confirm the securing deliberate of customers.

2.5.2.2 Purchase Intension based on Perceived Value

Early analysis based on empirical observations has confirmed the results of value perception in user behavior, such as the classic shopping mall search style (Kesari and Atulkar, 2016) and other over-typical business environments, focusing on the line (Chiu et al., 2014; Carlson et al., 2015; Jeong et al., 2009) and Mobile Gaze (Kuo et al., 2009; Maya Lin, Wang, 2006; Liu et al., 2015; Xu et al., 2015). Perceived value is explained by the difference between the buyer's benefits and the buyer's evaluation of the product or service's price before creating the final purchase option. (Chen and Lin, 2019) and (Khalifa, 2004). Scholars have regarded perceived value as a critical metric in enterprise marketing by firms. Perceived value has gotten increasingly consideration. Be

that as it may, its definition not totally bound together. The two definitions raised by Drucker and Miles have laid the establishment for the hypothetical framework of customer perceived value.

Zeithaml (1988) & Melody & Zhang (2019) have anticipated the Customer perceived Value hypothesis. He sketched out perceived Value as a utility of customers and respected its estimate depended on the refinement of the Perceived Value of interest and costs of shoppers inside the strategy of getting the stock or benefit. (Bai, 2001) and (Song and Zhang 2019)

Considered perceived value was the in the general assessment of Seen Esteem is emphasized and broadly talked about in different branches of promoting investigate. The utility of the item or benefit based on its picks up and misfortunes.

The standard component of consumer perceived value further emphasizes the analysis of product options, design and utility, and emphasizes the importance of the consumer-centric semiconductor diode style to the continuous change of perceived consumer and commercial value. The consumer's point of view is that you produce and add value.

Overall, this study's purchase intention supported perceived worth, perspective is kind of mature and wide explored across the multidisciplinary field. Researchers really study the perceived worth from a client perspective rather than analyzing it from the company's purpose of read. (Arifani, 2018), and (Haryanto, 2019) Perceived worth is Associate in Nursing overall client assessment of the utility of a product or service supported perceptions of the advantage of the offered product. The operational definition important perception may be a comparison of advantages and prices incurred on the merchandise. Perceived worth is measured supported the merchandise worth following the advantages, the merchandise worth with product specifications, and also the product quality following the money sacrificed.

2.5.2.3 Purchase Intension based on Perceived Risk

In 1960, Bauer proposed the so-called perceived sales risk. (Maroti, 2019) Perceived risk is described as "the type and degree of uncertainty that buyers experience when completing a selected purchase application." Two components: uncertainty and consequences play an important role in the perceived danger. The problem of buying distinctive lenses and matching these goals to the entire product or product ends in uncertainty and psychological goals. In the context of the Internet, perceived risk refers to the customer's "anticipation of loss or any negative consequences of online purchases" after completing certain purchase options.

2.6 Summary of the Literature Review

As debated within the literature review relating to the influence of social media on client behavior. It makes a difference to clarify the definitions of important terms. It furthermore makes a difference to know completely distinctive sees of analysts on these subjects and topics, extra particularly, the ways that they approach and unravel the issues. the ensuing are a few conclusions from the writing review:

First, the thought of social media has been well expanded. Social media is that the result of each net 2.0 innovation and user-generated substance. Social media has each of the more than 300 social networking sites currently in existence. Social media is a significant part of the human being of any class. The definition of social media is not as easy as various types or forms of social media exist nowadays, and new social media platforms are launched on the internet every day. This paper defines two tips of social media, including sociability and usability (Fang et al. 2019) purpose that sociability and usability both affect consumer trust. Social media is developing rapidly in India with

great opportunities in the market. Social media data provide a great way to share students' struggle, vent emotion, stress, and seek and social support informally and casually. Social media characteristics in India which are curiously for scholastics and specialist.

Second, analyze the wording in combination with the characteristics of social networks. This is not because they have been recognized by social networks through other types of media or network applications, but they can also be seen as potential variables that affect buying behavior. Intention, customer's point of view.

Third, when reviewing the current purchase intention research, the researchers learned many important lessons. Among very different points of view, the most popular reading is a survey of perceived value and supported by purchase intentions. Overall evaluation of Perceived Value is emphasized and widely discussed in various branches of marketing research, the utility of the product or service based on its gains and losses.

Fourth, indeed in spite of the fact that buy eagerly has been thinking about by analysts from different viewpoints (Trana and Nguyen, 2020), Purchase intention may be a consumer's objective deliberate towards an item. In any case of completely distinctive sees, later ponders stretch the significance of client acknowledgment and recognition in unequivocal purchase intention. Whether it is product features and alternatives, or technology-driven business status, purchase intentions depend to a large extent on consumers' evaluations and inspections of internal and external components.

Fifth, this study provides many types of social media, like the definition of social media, characteristics of social media, Purchase intention. It all helps to understand different views of social media or consumer behavior.

2.7 Research Hypotheses Development

2.7.1 Social Media Sociability and Usability

Sociability is a context of virtual communities; it is one of the foremost critical capacities of social media. Wang and Chang (2014) contended that sociableness is that the degree to that a virtual item is appeared to be able to back customers. Brandtzaeg et al. (2010) talked sociableness as relate degree individual's capacity to move with others and investigated be that as it may it influences users' Protection encounters and utilization behavior. The purpose of Sociability Affects the Credibility of Reviewer Fang et al. (2019) is that sociability affects consumer trust, and various studies should determine that consumers can read reviews and reviews of other users' products to determine it. Before making a purchase intension. In addition, sociality also embodies the characteristics of social networks and can strengthen the friendship state; he interacts with customers for personal or general purposes.

Mayfield, khan & Wang (2018) consideration to two components that talk approximately about the capacity of sociability on social media, to begin with, could be a community and moment connectedness. one Community is a web bunch on social media with the assistance of its clients independently share their indistinguishable components, data, and input surveys with different other clients.

Another is, connectedness is continuously interfacing first users with moment other clients. So based on these actualities, the taking after speculations are proposed. Usability could be a way of user-to-technology communication or interaction between people and computers. In the Social media case, communication innovation is sensible to utilize the TAM model to demonstrate and utilize and its concepts. Khan and Wang (2018) Ease of use is driving to how the customer of social media locales interatomic or

communicates with the innovation. The convenience of social media is subordinate to three components named to begin with is openness, moment speed. Besides, the third is openness. Convenience centers on interaction over a human-computer interface. In differentiate, amiability emphasizes human-human interaction backed by innovation. (Preece, 2001) & Fang, et al. (2019) sociability and usability both of constructs multidimensional framework complex and its help to sociability on social commerce sites.

H1: The sociability and Usability of social media have a positive impact on consumers' Trust in social media.

H2: The sociability and Usability of social media have a positive impact on consumers' perceived value.

H3: The sociability and Usability of social media have a negative impact on consumers' perceived risks.

2.7.2 Consumer Trust in Social Media

Trust influencing consumer choice, and purchasing decisions seem to be increasingly prominent today. It can drive loyalty and new relationships between producers and consumers. Within the present study, believe alludes to the consumer's belief in social media. It depends on the web for dissemination; it is common to interface past writing almost web believe with the current talk on social media believe. Consistent with customer trust (McKnight, 2002) and (Farivar (2017) partial abstract structure found that trust intention supports reasonable actions, assuming that people's beliefs can influence their intentions for activities. Influence yourself-Respect what you see and become is sensitive to your intentions.

Furthermore, the relationship between belief and hazard has been investigated in many fields, particularly within management literature. (Wang et al. 2016) they found that believe adversely influenced seen hazard, or positive impact on buying intention based on this believe impacts hazard

discernment to the see of cognition-based believe analysts can say that believe depends on hazard makes an opportunity for belief, but at the same time, believe impacts hazard recognition. From the see of cognition-based belief analysts, concurring with the paper, speculations are proposed.

H4: Consumers' trust in social media negatively affects consumers' risk perception.

H5: Consumers' trust in social media has a positive impact on their Perceived value.

H7: Consumers' confidence in social media has a positive impact on consumers' purchase intentions.

2.7.3 The mediation role of Perceived Risk

(Bauer, 1960; Mitchell, 1992, 1999; Murray, 1991) and (Farivar (2017) have confirmed many studies that consumer buying behavior contains risk factors, the consequences of which are unpredictable, and these risk assessments determine protective behavior and undermine the attitude toward behavior. (Wang et al. 2016) perceived risk considered as a noteworthy build that adversely relates to person behavior on social media. Perceived risk is adversely related to risk-taking. Most people hate risk; from this point of view, he shows that perceived risk reduces consumers' willingness to buy; perceived risk is seen as an inhibitor to prevent people from doing things that may increase the likelihood of losing them. Aghekyan Simonian, (2012).

Therefore, based on this writing, which assumes that there is a negative correlation between perceived risk and the intention to buy clothes, it is concluded.

H6: Consumers' perceived risks on social media have a negative impact on consumers' perceived value.

H8: Consumers' perceived risks to social media have a negative impact on consumers' purchase intentions.

2.7.4 Perceived Value

Zeithaml (1998) and Yakubu (2020) define value as the consumer's overall assessment of the usefulness of the product based on the knowledge of the production and delivery of the product. The benefits of paying for goods or management fees are based on the consideration of the perceived reliability of the buyer's perceived value of intentional purchases. Experimental discoveries from distinctive areas concluded that seen esteem features a positive impact on buying intention (Yakubu 2020). So based on these realities, the taking after speculations are proposed.

H9: Consumers' perceived value positively affects consumers' purchase intentions.



CHAPTER THREE_RESEARCH METHODOLOGY

3.1 Research Model

This chapter first introduces a conceptual model and constructs measurement, as well as the hypotheses of this study. The research design and methods used in this study include the data collection methods and data analysis methods contained in this document and SPSS Statistic 22.0. Concluding with the comes about from the writing survey and conceptual demonstrate is proposed with exogenous components and endogenous components in Figure. 3.1 Sociability usability, whereas perceived risk, perceived value, belief, and buying intention.

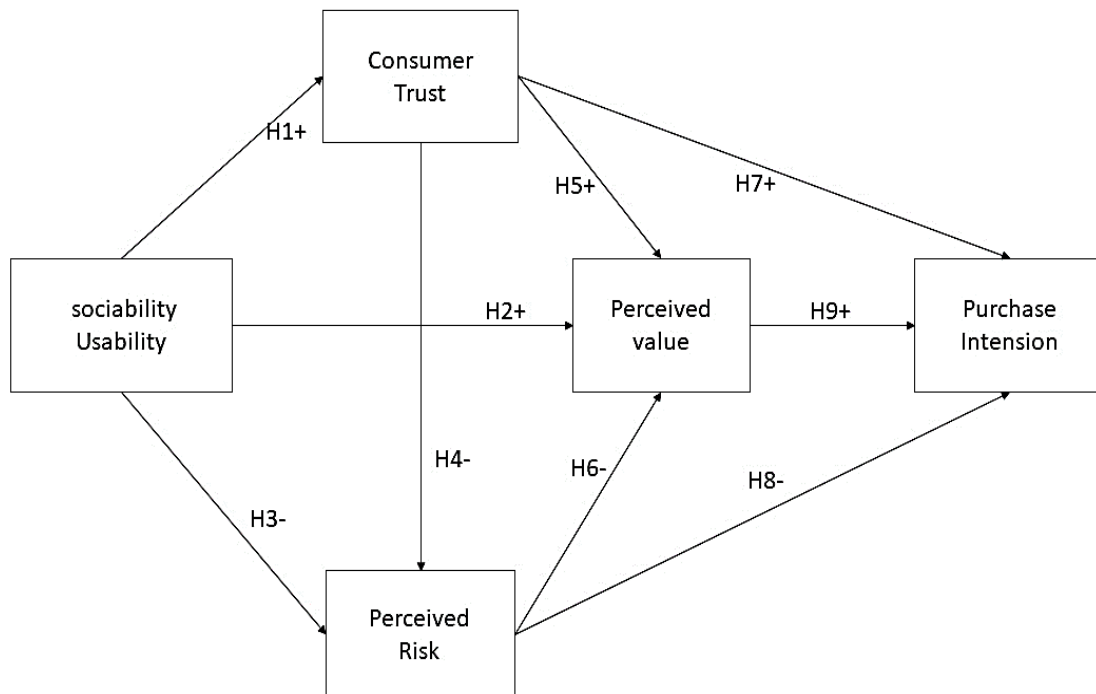


Figure 3.1 Research Framework

Source: Author Self Creation

3.2 Research Hypothesis

This paper focuses on three mediating effects, which is consumer trust, perceived value, and perceived risk: Independent variable sociability and usability and purchase intention, which is the dependent variable.

Social Media Sociability and Usability

H1: The sociability and Usability of social media have a positive impact on consumers' Trust in social media.

H2: The sociability and Usability of social media have a positive impact on consumers' perceived value.

H3: The sociability and Usability of social media have a negative impact on consumers' perceived risks.

Consumer Trust in Social Media

H4: Consumers' trust in social media negatively affects consumers' risk perception.

H5: Consumers' trust in social media has a positive impact on their Perceived value.

H7: Consumers' confidence in social media has a positive impact on consumers' purchase intentions.

The mediating role of Perceived Risk

H6: Consumers' perceived risks on social media have a negative impact on consumers' perceived value.

H8: Consumers' perceived risks to social media have a negative impact on consumers' purchase intentions.

The mediating role of Perceived Value

H9: Consumers' perceived value positively affects consumers' purchase intentions.

3.3 Constructs Definition and Measurement

In this study, social media sociability is defined as proposed six research constructs and assessing the relationships among each variable. These constructs are sociability, usability, and consumer trust, preserved risk, preserved value. Survey questionnaire items and scales design in terms of measurement scale, a 7-point Likert scale was adopted where 1= “totally disagree” and 7= “totally agree” for all questions. Most of the measurements are validated by other previous researchers or by converting the definitions of each construct—moreover, the items of questionnaires from this study combined with other researchers.

3.3.1 Social Media Sociability

In this study questionnaire taken from the journal published by Teo, Chan, Wei, & Zhan (2003) Mynatt & O’Day (1998) Mayfield (2008).

1. I can find many people of the same interest or background on social media platforms.
2. I often share emotions and communicate my feelings with friends on social media platforms.
3. I like to be part of the community or interest groups on social media platforms.
4. I often share content from other social media platforms and post them in one social media platform through links.
5. I can edit and communicate information on the social media platform in the form of text, sound, picture, and video.

3.3.2 Social Media Usability

In this study questionnaire taken from the journal published by Wathne, Roos, & Krogh (1996), Wathne, Taprial & Kanwar, (2012).

1. I can use the social media platform for free.

2. I can get information and publish posts on the social media platform freely.

4. I can join the social media platform freely.

5. I feel comfortable joining the groups and communities in that I have an interest.

3.3.3 Consumer Trust

In this study questionnaire taken from the journal published by Gefen (2000) Sub and Han (2003) Chellappa (2005).

1. I felt trust in the purchasing process.

2. I felt trust when providing personal detail.

3. I felt trust in sight's efficiency.

4. Based on my experience, I can say that my online store is trustworthy.

5. Based on my experience, I believe that the transition through my online store is always safe.

3.3.4 Perceived Risk

In this study questionnaire taken from the journal published by Hassan, Kunz, Pearson, & Mohamed (2006).

1. I think the probability of getting poor-quality products and services through social media platforms is low.

2. I think there is a low financial risk in buying products and services or acquiring information about products and services through social media platforms.

3. I think the probability of leaking my privacy in purchasing products and services through social media platforms is low.

4. I think the probability of getting inferior quality products and services through social media platforms is low.

5. I think the probability of social pressure in purchasing products and services through social media platforms is low.

3.3.5 Perceived Value

In this study questionnaire taken from the journal published by Qiu Lei (2009)

1. I can save a lot of time and energy, acquiring information about products and services on social media.

2. After I acquire information about products and services on social media platforms, I know their quality and function better.

3. I can find products and services that are more suitable for my personal quality and styles on social media platforms.

3.3.6 Purchase Intention

In this study questionnaire taken from the journal published by Wang & Chang (2013) Yaoo, Donthu, and Lee (2000), Shukla (2011), Kudeshia, and Kumar (2017).

1. I am very likely to buy products or services recommended by my friends on social media platforms.

2. I prefer to buy the product/ service that I have seen on social media.

3. I will buy the recommended product/ service after using social media.

4. It is a possibility to buy products/services after browsing the information on social media.

5. I try new services for advertisement on social media.

3.3.7 Demographics

The demographics characteristic had designed to investigate the different features among every respondent who took part in this survey. According to other studies in the past, individual demographic features could measure by the following indicators:

Gender

Age

Education

Occupation

Location

Monthly income

Social media Uses

3.4 Sampling and data collection

Research design is a comprehensive strategy that expressed the techniques and systems for collecting and examining the need data research design is set up to choose how to analyses data and turn it in the solution for the issue.

Research source the data in this thesis is going to collect data by sending 200 Indian people who are a student and employed or self-employed. The questionnaires were going to collect from one language, which is English, because my respondent belongs to a different part of India who does not know Hindi languages well. The questionnaire is going too delivered through email and online messenger, Line messenger, as well as Whatsapp messenger.

The data will analyze to use the IBM SPSS 22.0 software, which includes sampling frequency, SEM, mean, standard deviation, reliability, correlation, regression analysis, factor analysis, and correlation analysis.

3.4.1 Descriptive Statistic Analysis

In order to better understand the characteristics of each variable, relevant descriptive statistical analysis should show the recommendations and fluctuations of each variable in the analysis. In this study, respondents' profiles will also illustrate which use descriptive statistical analysis techniques in terms of the frequency of distribution.

3.4.2 Factor Analysis and Reliability Test

In order to check the scale of the measurement and determine the spatial characteristics, the principal element factor analysis with the maximum rotation of the variance is used to combine the accumulated knowledge of the relevant factors. After the correlation analysis is performed, the overall correlation of the elements and the internal consistency analysis (Cronbach alpha) are used to verify the responsibility of all aspects of the analysis.

3.4.2.1 Factor Analysis

The reason for correlational analysis is to illustrate the basic fluctuation structure of a bunch of relationship coefficients. correlational analysis assumes that a tiny low range of unobserved constructs square measure to blame for the correlations among an oversized range of determined variables. Moreover, correlational analysis wont to not solely summarize or cut back information however additionally for beta or corroborative functions. things of mensuration with issue loading larger than 0.6 chosen because the members for specific factors.

3.4.2.2 Item-to-Total Correlation

Item and total relevance measure the relevance of each item to the sum of the remaining items in the topic. This method assumes that the overall performance is valid, so the degree of correlation between the project and the overall performance represents the overall performance. The evaluation reliability of element combinations with brown correlation (for example, no higher than 0.5) is excluded from further analysis.

3.4.2.3 Internal Consistency Analysis (Cronbach's alpha)

The Cronbach constant alpha (α) can be the real-time square ratio between the known estimate and the true estimate. In other words, Cronbach's alpha is measured based on the largest relationship between the actual change

in the score and the detected change in the score. Consistency of each subject. According to Robinson and Shaver (1973), if α is more important than 0.7, the problem has high reliability. If α is less than 0.3, then it is assumed that there is reliability mu. Cronbach's alpha (α) can calculate for all variables of each examination develop amid this consider.

3.4.3 Independent Sample T-Test

According to Hair et al. (2003), associate freelance sample t-test can use to live the variations between two freelance cluster means that. T-test conjointly appropriates for larger sample sizes, where $n > 30$. Also, the variable is non-metric, that are nominal and ordinal scales, whereas the variable is metric, that are interval or quantitative relation scales. Likewise, the variable should have two teams of the respondent, that are male and feminine.

3.4.4 One-way Analysis of Variance (ANOVA)

Analysis of variance (ANOVA) can use to check the hypothesis of whether or not three or additional suggests that area unit statistically totally different from one another. One-way analysis of variance has used since there's only one independent variable. By the facet of, the experimental variable should be non-metric area unit nominal or ordinal scale and should over two teams for the check. Likewise, the variable should be metric that is interval or quantitative relation scale.

3.4.5 Multiple Regressions Analysis

Multiple regression analysis is used to analyze the relationship between a dependent variable and multiple independent variables. Therefore, the main purpose of multiple regression analysis is to use a set of explanatory variables to predict the dependent variable. The overall predictive ability of the independent variable. Multiple regression analysis can also be used to compare two or more sets of explanatory variables to determine the predictive power of

each variable. If R square is greater than 0.1 ($R^2 > 0.1$), the correlation is greater than 0.3, and the F value is greater than 4, then the analysis is significant.

3.4.6 Mediating Method

Testing the mediating effect of CCC, Sobel's statistical method test includes two stages. In the view of MacKinnon et al. (1995), Z-Score is calculated according to the following formula: $Z\text{-Score} = a * b / \text{SQRT}(b^2 * SEa^2 + a^2 * SEb^2)$; where a is the coefficient of the relationship between free and intermediate factors, and b is intermediate and dependent factors. It is the standard error (SE) of the relationship between the arbitrator and the secondary factor (Iacobucci, 2012). If the z test exceeds $t = 1.96$ for the two-sided test of $\alpha = 0.05$, then the intervention effect becomes critical (Sobel, 1982).

According to Preacher and Hayes (2014), there were four steps to test the mediation effect. The first step is to examine the relationship between the independent variable and the dependent variable. The second step is to check the relationship between the independent variables and the intermediate variables. The third step is the intermediary and the dependent variable controlled by the independent variable. The last step is to examine the independent variable and dependent variable, while the mediator is controlling. Nitzl et al. (2016) suggested using the bootstrapping with 5000 subsamples with no significant changes to calculate the bias-corrected confidence interval (CI) and percentile for direct effects. MacKinnon, Fairchild illustrate the total effect, and Fritz (2007) refer to as inconsistent mediation. The total result of stress on mood is probably going to be terribly tiny as a result of the direct and indirect effects can tend to cancel one another out. Notice that with inconsistent mediation that generally, the direct result is even larger than the whole result.

3.5 Data Analysis Techniques

The Program name SPSS 22.0 will use to collect data test the hypothesis as develop from this study. There are five methodology techniques will be to adapt.

1. Descriptive Statistical Analysis.
2. Factor Analysis and Reliability Test.
3. Independent Sample T-Test.
4. One-Way Analysis of Variance (ANOVA).
5. Multiple Regression Analysis.
6. Mediating Effect Testing



CHAPTER FOUR_ DATA ANALYSIS AND RESULTS

4.1 Descriptive Analysis

4.1.1 Characteristics of Respondents

The respondents' characteristics displayed in table 4.1, which have seven major categories: 1. Gender, 2. Age, 3. Education Qualification, 4. Location (City name), 5. Monthly Income, 6. Occupation, 7. Most uses of the social media site of respondents were collected and measured.

Table 4.1 Characteristics of respondents in this research

	Description	Frequency	Percent
Gender	Male	107	66.9
	Female	53	33.1
Age group	below 20	18	11.3
	21-40	135	84.4
	41-60	7	4.4
Education Qualification	Below Undergraduate	25	15.6
	Undergraduate or Equivalent	69	43.1
	Postgraduate or Equivalent	60	37.5
	Ph.D. or Onward	6	3.8
Location [City Name]	Delhi	46	28.8
	Kolkata	19	11.9
	Patna	30	18.8

	Ranchi	1	.6
	Others	64	40.0
Occupation	Student	99	61.9
	Self-Employed	16	10.0
	Private-Employed	33	20.6
	Government-employed	7	4.4
	Unemployed	5	3.1
Monthly Income [In Indian Rupees]	No Income	76	47.5
	Less than or equal to 20,000	23	14.4
	20,001-40,000	32	20.0
	More than 40,000	29	18.1
Most uses of Social Media site	Facebook	52	32.5
	YouTube	34	21.3
	Whatsapp	41	25.6
	Instagram	29	18.1
	Twitter	4	2.5

Source: Author creation

Table 4.1 shows that 66.9% of respondents are male, and 33.1% are female. There are 11.3% of respondents below 20 years old, while 84.4%, 4.4% are 21-40 years old, 41- 60 years old, respectively. The author also has proposed age group for 60-onward years old, but no one people attempt with that age group. According to table 4.1, between 21 to 40 years old, respondents are incredibly high at 84.4%, and 4.4% of respondents are 41-60 years old, which is the lowest one. 15.6% of respondent are below undergraduate, 43.1% of respondents have Undergraduate or equivalent degrees, 37.5% of

respondents have Post graduation or equivalent degrees, and only 3.8% of respondents have a Ph.D. or onward degree holder. This research has taken in India with some specified cities. 28.8% of respondents are from Delhi, 11.9%, 18.8%, 0.6%, and 40.0% of respondents from Kolkata, Patna, Ranchi, and other cities of India, respectively. Related to the occupation, 61.9% of respondents are surviving students' life, 10.0% of respondents are self-employed, 20.6% respondents are Private-Employed, 4.4% respondents are Government-employ, and 3.1% respondents are Unemployed. Table 4.1 shows that 61.9% of respondent are surviving student life, which is very high, and 3.1% of respondents are unemployed, which is a deficient percentage. About the monthly income (in Indian rupees), 47.5% of respondents have no income still rely on their family support, 14.4% respondents have less than or equal to 20,000 INR, 20.0% respondents have 20,001-40,000 INR, and only 18.1% respondents have more than 40,000 INR of monthly income. Uses of social media site frequency, 32.5% of respondents often use Facebook, which is the highest one. 21.3% of respondents often use YouTube, 25.6% of respondents often use WhatsApp, 18.1% of respondents often use Instagram, and only 2.5% used twitter, which is less.

4.1.2 Measurement Results for Relevant Research Variable

Descriptive statistics of the questionnaire items presented in Table 4.2; the descriptive statistics identify the mean value and standard deviation of the research questionnaire. Table 4.2 also illustrates the description of each item. This descriptive analysis recruits five items for sociability, four items for Usability, five items for Consumer Trust, five Items for Perceived Risk, three items for Perceived Value, and five items for Purchase Intension.

The mean value and standard deviation describe the tendency of the participants for each relevant construct. It is said that what the social media sociability questionnaire participants are going to be, what the questionnaire

participants' attitudes tend to be, and so on. The overall tendency of the questionnaire participant's opinions summarized in table 4.2.

Table 4.2 Descriptive Analysis for Questionnaire Items

Sociability			
Items	Descriptions	Mean	Std. Deviation
s1	I can find many people of the same interest or background on social media platforms.	5.47	1.697
s2	I often share emotions and communicate my feelings with friends on social media platforms.	4.71	2.014
s3	I like to be part of the community or interest groups on social media platforms.	4.83	1.927
s4	I often share content from other social media platforms and post them in one social media platform through links.	4.64	2.087
s5	I can edit and communicate information on the social media platform in the form of text, sound, picture, and video.	5.13	1.971
Usability			
u1	I can use the social media platform for free.	5.39	1.988
u2	I can get information and publish posts on the social media platform freely.	5.58	1.665
u3	I can join the social media platform freely.	5.81	1.559
u4	I feel comfortable joining the groups and communities in that I have an interest.	5.38	1.711
Consumer Trust			
ct1	I felt trust in the purchasing process.	4.68	1.821

ct2	I felt trust when providing personal detail.	3.81	1.976
ct3	I felt trust in sight's efficiency.	4.55	1.730
ct4	Based on my experience, I can say that my online store is trustworthy.	4.96	1.712
ct5	Based on my experience, I believe that the transition through my online store is always safe.	4.84	1.739
Perceived Risk			
pr1	I think the probability of getting poor-quality products and services through social media platforms is low.	4.32	1.765
pr2	I think there is a low financial risk in buying products and services or acquiring information about products and services through social media platforms.	4.52	1.766
pr3	I think the probability of leaking my privacy in purchasing products and services through social media platforms is low.	4.09	1.871
pr4	I think the probability of getting inferior quality products and services through social media platforms is low.	4.23	1.798
pr5	I think the probability of social pressure in purchasing products and services through social media platforms is low.	4.73	1.690
Perceived Value			
pv1	I can save a lot of time and energy, acquiring information about products and services on social media.	5.31	1.638

pv2	After I acquire information about products and services on social media platforms, I know their quality and function better.	5.31	1.518
pv3	I can find products and services that are more suitable for my personal quality and styles on social media platforms.	5.30	1.466
Purchase Intension			
pi1	I am very likely to buy products or services recommended by my friends on social media platforms.	4.85	1.645
pi2	I prefer to buy the product/service that I have seen on social media.	4.79	1.777
pi3	I will buy the recommended product/service after using social media.	4.71	1.732
pi4	It is a possibility to buy products/services after browsing the information on social media.	5.09	1.531
pi5	I try new services for advertisement on social media.	4.56	1.889

Source: Author study

4.2 Factor Analysis and Reliability Test

In Order to identify the dimensionalities and reliability of the research constructs, the measurement items purification procedure conducted as necessary. The purification process includes factor analysis, which contains factor loading, the eigenvalue of the factors extracted from the measurement items. After factor analysis, the overall correlation of the elements Cronbach's alpha is calculated to determine the internal consistency and reliability of the design measurement. The factor load is greater than 0.6; the Kaiser Meyer Olkin sample adequacy index (KMO) is greater than 0.5; the characteristic

value is greater than 1; the preparation for checking reliability: the total correlation of the elements is not less than 0.5; Cronbach's alpha is greater than or equal to 0.6.

Table 4.3 Result of Factor Analysis and Reliability Test on Social Media Sociability

Construct (Sociability) – Items		Factor loading	Eigen value	Item-to-total correlation	Cronbach's alpha
KMO =.678 Bartlett's Test Value 4	I often share emotions and communicate my feelings with friends on social media platforms	.825	1.957	.575	.733
	I like to be part of the community or interest groups on social media platforms	.823		.578	
	I often share contents from other social media platforms and post them in one social media platform through links.	.774		.513	
	I can edit and communicate information on the social media platform in the form of text, sound, picture, and video	.672		.453<0.5 (Deleted)	

I can find many people of the same interest or background on social media platforms	.555<0.6 Deleted	Deleted
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Source: Author Creation

Table 4.3 represents the result of factor loading for the measurement of social media Sociability. There are a total of five items selected for further analysis and have one factor. It is shown that they have a significant high loading score with three items (s2, s3, and s4) have factor loading greater than 0.6. expect item number two 'I frequently share feelings and communicate my sentiments with companions on social media platforms(s2)' has the most elevated calculate stacking .825, and the least is I can discover numerous individuals of the same intrigued or foundation on social media stages (s1) with factor loading .555 which is less than 0.6 so this item has been deleted. Table 4.3 also shows that the Item-to-total correlation for all construct is more than 0.5 except s5 with .453 deleted, Cronbach's alpha a= .733, and Eigenvalue is 3.105.

Table 4.4 The Result of Factor Analysis and Reliability Test on Social Media Usability

Construct (Usability) - Items		Factor loading	Eigen value	Item-to-total correlation	Cronbach's alpha
KMO =.686 Bartlett's Test Value	u3 I can join the social media platform freely.	.850	2.023	.630	.758
	u2 I can get information and publish posts on the social media platform freely.	.813		.568	

	I can use the social media platform for free.	.800	.556	
	I feel comfortable joining the groups and communities in that I have an interest.	.705	(.493) deleted	

Source: Author Creation

Table 4.4 represents the result of factor loading for the measurement of Social Media Usability. There are a total of four items selected for further analysis and have one factor. It showed that they have a significant high loading score with four items that have factor loading greater than 0.6. 'I can join the social media platform freely (u3) has the highest factor loading .850, and the lowest is 'I feel comfortable joining the groups and communities in that I have an interest (u4)' with factor loading .705. Table 4.4 also shows that the item-to-total correlation for the construct of Attitude Toward Social Media Marketing has three items are greater than 0.5, and one is less than so author considered to delete that item(u4). Cronbach's alpha $\alpha = .758$, Eigenvalue=2.023. Based on all criteria, we can conclude that the reliability and internal consistency of this are acceptable.

Table 4.5 The Result of Factor Analysis and Reliability Test on Consumer Trust

Construct (Consumer Trust) - Items		Factor loading	Eigen value	Item-to-total correlation	Cronbach's alpha
KMO=.816	I felt trust in sight's efficiency.	.823	3.085	.702	.844

Bartlett's Test Value	ct2 I felt trust when providing personal detail.	.811	.679
	ct1 I felt trust in the purchasing process.	.800	.668
	ct5 Based on my experience, I believe that the transition through my online store is always safe.	.753	.613
	ct4 Based on my experience, I can say that my online store is trustworthy.	.737	.593

Source: Author Creation

Table 4.5 represents the result of factor loading for the measurement of Consumer Trust. There are a total of five items selected for further analysis and have one factor. It showed that they have a significant high loading score with five items that have factor loading greater than 0.6. 'I felt trust in sight's efficiency (ct3)' has the highest factor loading .823, and the lowest is "Based on my experience, I can say that my online store is trustworthy (ct4) with factor loading .737. Table 4.5 also shows that the item-to-total correlation for the construct of Consumer trust has five items are greater than 0.5. Cronbach's alpha = .844, Eigen-value=3.085. Based on all criteria, we can conclude that the reliability and internal consistency of this are acceptable.

Table 4.6 The Result of Factor Analysis and Reliability Test on Perceived Value

Construct (Perceived Value) - Items	Factor loading	Eigen value	Item-to-total correlation	Cronbach's alpha
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KMO=.729 Bartlett's Test Value	pv2	After I acquire information about products and services on social media platforms, I know their quality and function better.	.896	2.329	.756	.856
	pv1	I can save a lot of time and energy, acquiring information about products and services on social media.	.882		.731	
	pv3	I can find products and services that are more suitable for my personal quality and styles on social media platforms.	.864		.699	

Source: Author creation

Table 4.6 shows the results of factor loading to measure perceived value. There are a total of three items selected for further analysis and have one factor. It is shown that they have a significant high loading score with three items that have factor loading greater than 0.6. "After receiving information about products and services on social media platforms, I know their quality and they do better (pv2)" the highest utilization rate is 0.896, and the lowest is "I can find my products and services" Better match quality and personal style on social media platforms (pv3)' with factor loading .864. Table 4.6 also shows that the item-to-total correlation for the construct of Perceived Value has three items are greater than 0.5. Cronbach's alpha $\alpha = .856$, Eigen-value=2.329. Based on

all criteria, we can conclude that the reliability and internal consistency of this are acceptable.

Table 4.7 The Result of Factor Analysis and Reliability Test on Perceived Risk

Construct (Perceived Risk) - Items		Factor loading	Eigen value	Item-to-total correlation	Cronbach's alpha
KMO=.833 Bartlett's Test Value	pr4 I think the probability of getting inferior quality products and services through social media platforms is low.	.867	3.246	.770	.864
	pr3 I think the probability of leaking my privacy in purchasing products and services through social media platforms is low.	.828		.714	
	pr2 I think there is a low financial risk in buying products and services or acquiring information about products and services through social media platforms.	.795		.673	

pr1	I think the probability of getting poor-quality products and services through social media platforms is low.	.773	.644
pr5	I think the probability of social pressure in purchasing products and services through social media platforms is low.	.761	.627

Table 4.7 represents the result of factor loading for the measurement of perceived risk. There are a total of five items selected for further analysis and have one factor. It is shown that they have a significant high loading score with five items that have factor loading greater than 0.6. "I think the possibility of receiving inferior products and services through social media platforms is low (pr4)" has the highest utilization rate of 0.867, and the lowest is, "I think the possibility of social pressure when purchasing products and services through social media ". The platform network is small (pr5)' with factor loading .761. Table 4.7 also shows that the item-to-total correlation for the construct of Perceived Value has five items are greater than 0.5. Cronbach's alpha a= .864, Eigen-value=3.246. Based on all criteria, we can conclude that the reliability and internal consistency of this are acceptable.

Table 4.8 The Result of Factor Analysis and Reliability Test on Purchase Intension

Construct (Purchase Intension) - Items	Factor loading	Eigen value	Item-to-total correlation	Cronbach's alpha
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KMO=.856 Bartlett's Test Value	pi 2 I prefer to buy the product/ service that I have seen on social media.	.867	3.267	.765	.866
	pi 3 I will buy the recommended product/ service after using social media.	.847		.737	
	pi 4 It is a possibility to buy products/services after browsing the information on social media.	.824		.706	
	pi 1 I am very likely to buy products or services recommended by my friends on social media platforms.	.761		.630	
	pi 5 I try new services for advertisement on social media.	.735		.601	

Source: Author Creation

Table 4.8 represents the result of factor loading for the measurement of Purchase Intension. There are a total of five items selected for further analysis and have one factor. It is shown that they have a significant high loading score with five items that have factor loading greater than 0.6. 'I prefer to buy the product/ service that I have seen on social media (pi2)' has the highest factor loading .867, and the lowest is 'I try new services for advertisement on social media (pi5)' with factor loading .735. Table 4.8 also shows that the item-to-total correlation for the construct of Perceived Value has five items are greater

than 0.5. Cronbach's alpha $\alpha = .866$, Eigen-value=3.267. Based on all criteria, we can conclude that the reliability and internal consistency of this are acceptable.

4.3 Independent Sample T-Test

This part aims to identify the differences between male and female into five constructs. The t-test of an independent sample is used to determine the perception of the sociality of the social network, the usability of the social network, consumer confidence, the perceived value, the perceived average risk, and the average risk of the respondents (consumers) from a group of male and female respondents (consumers). The intent of this research. From Harrett. Al (2006) is a significant result in the t-test, the p value is not greater than 0.05, and the t value is not less than 1.98.

Table 4.9 The T-Test Result is Comparing with social media(S&U), CT, PV, PR, and PI.

Variables	Male	Female	t-value	p-value
	N=107	N=53		
Sociability	5.0673	4.7321	1.464	.605
Usability	5.5701	5.4858	.375	.525
Consumer Trust	4.7551	4.1887	2.427	.485
Perceived Risk	4.5757	3.9736	2.545	.974
Perceived Value	5.3333	5.2579	.330	.565
Purchase Intension	4.8467	4.7019	.622	.609

Note: * $p < .05$, ** $p < .01$, ***.001

Source: Author Creation

The Independent sample t-test results are present in table 4.9. It shows that male respondents have a higher mean score in all constructs. However, t-

test results indicated that there are differences between male and female consumers' behavior in purchasing through social media.

4.4 One-way Analysis of Variance (ANOVA)

To compare the dissimilar of the dimensions,' mean score based on respondent's age, education Qualification, occupation, Income per month [Indian Rupees], uses of social media site, and location (City in India), the one-way ANOVA was conducted. This technique used to studies involving two or more groups. For a better understanding, a one-sided analysis of variance was performed to find significant differences between all the constructs in each group. One-way analysis of variance uses single factor one-way analysis called independent variables to quantify the variance of a dependent variable.

4.4.1 Age of Respondent

Table 4.10 Result of the Difference of Six Constructs Among the Group of Age Ranges

Constructs	Below 20	21-40 years old	41-60 Years Old	60-onward Years Old	f-value	p-value
Sociability	5.0000	4.9007	5.9143	No attempt	1.858	.159
Usability	5.5694	5.4852	6.5714	No attempt	2.248	.109
Consumer Trust	4.7333	4.5348	4.7714	No attempt	.231	.794
Perceived Risk	3.8222	4.4311	4.7429	No attempt	1.689	.188
Perceived Value	5.4259	5.2963	5.2381	No attempt	.081	.922
Purchase Intention	5.1333	4.7407	5.0571	No attempt	.765	.467

Note: *p<.05, **p<.01, ***.001

Source: Author Creation

There is no significant difference in all of the factors within the six constructs among different age groups because here, the p-value is more than 0.05.

4.4.2 Education Qualification of Respondents

Table 4.11 The Result of the Difference of Six Constructs Among the Group of Education Qualifications Levels

Constructs	Below Undergraduate	Undergraduate or Equivalent	Postgraduate or Equivalent	PhD. Or Equivalent	f-value	p-value
Sociability	4.9040	4.8116	5.1700	4.7000	.825	.482
Usability	5.1600	5.6377	5.6458	5.0000	1.260	.290
Consumer Trust	4.6480	4.4899	4.7100	3.7000	1.058	.369
Perceived Risk	4.4640	4.3594	4.4467	3.5000	.828	.480
Perceived Value	5.1867	5.3043	5.4167	4.7778	.495	.686
Purchase Intention	5.1680	4.5768	4.9200	4.6000	1.391	.248

Note: * $p < .05$, ** $p < .01$, *** $p < .001$

Source: Author Creation

There is no significant difference in the factors within the six constructs among different educational levels because here p-value is more than 0.05.

4.4.3 Occupation of the Respondents

Table 4.12 The Result of the Difference of Six Constructs Among the Group of Occupation Levels

Constructs	Student	Self-Employed	Private-Employed	Government-employed	Unemployed	f-value	p-value
Sociability	5.0121	5.0625	4.7212	5.6857	4.0400	1.381	.243
Usability	5.5556	5.3281	5.3788	6.3929	5.8500	1.009	.405
Consumer Trust	4.7293	4.4000	4.1394	4.6857	4.5600	1.158	.331
Perceived Risk	4.4081	4.5625	4.1879	4.2857	4.5200	.237	.917
Perceived Value	5.3872	5.1042	5.2121	4.9524	5.5333	.364	.834
Purchase Intention	4.9313	4.8375	4.4667	4.8571	4.1600	.975	.423

Note: *p<.05, **p<.01, ***.001

Source: Author Creation

There is no significant difference in the factors within the six constructs among different educational levels because here p-value is more than 0.05.

4.4.4 Monthly Income of Respondents

Table 4.13 The Result of the Difference of Six Constructs Among the Group of Monthly Income in Indian Rupees

Constructs	No Income	Less than or equal to 20,000	20,001 - 40,000	More than 40,000	f-value	p-value
Sociability	4.9289	5.0348	5.0500	4.8621	.129	.943
Usability	5.5954	5.3370	5.3906	5.7328	.553	.647
Consumer Trust	4.6605	4.9217	4.5250	4.0897	1.736	.162
Perceived Risk	4.3842	4.5217	4.3875	4.2276	.182	.909

Perceived Value	5.3860	5.0725	5.6042	4.9655	1.450	.231
Purchase Intention	4.8813	4.8957	4.7563	4.5517	.442	.723

Note: *p<.05, **p<.01, ***.001

Source: Author Creation

In the six structures, there is no significant difference in factors between different education levels because the p-value is greater than 0.05.

4.4.5 Frequency of Often Use of Social Media Site

Table 4.14 The Result of the difference of Six Constructs Among the Group of the Frequency of Often Use of Social Media Site by Respondents

Constructs	Facebook	YouTube	Whatsapp	Instagram	Twitter	f-value	p-value
Sociability	5.0385	4.5353	5.1415	5.0069	5.20000	1.084	.366
Usability	5.6202	5.2132	5.5244	5.8534	5.2500	1.007	.406
Consumer Trust	4.8269	4.4118	4.4293	4.6138	3.6000	1.123	.348
Perceived Risk	4.4577	4.2412	4.3659	4.3862	4.5000	.123	.974
Perceived Value	5.3526	5.3824	4.9756	5.6667	4.9167	1.251	.292
Purchase Intention	5.0231	4.4765	4.8244	4.9310	3.4000	1.940	.106

Note: *p<.05, **p<.01, ***.001

Source: Author Creation

There's no significant distinction within the components inside the six develops among diverse instructive levels since here p-value is more than 0.05.

4.4.6 Location of the Respondent [In India]

Table 4.15 The Result of the Difference of Six Constructs Among the Group of Location of the Respondent[In India]

Constructs	Delhi	Kolkata	Patna	Ranchi	Other City	f-value	p-value
Sociability	4.9957	4.9684	5.3600	5.6000	4.7250	1.182	.321
Usability	5.6141	6.0132	5.7667	5.0000	5.2539	1.655	.163
Consumer Trust	4.3087	4.6842	5.2067	2.0000	4.4594	3.028	.019
Perceived Risk	4.2043	4.7579	4.7533	4.4000	4.2094	1.247	.293
Perceived Value	5.2609	5.5088	5.7111	4.6667	5.1042	1.202	.312
Purchase Intention	4.8609	5.0316	5.3000	1.8000	4.4969	3.254	.014

Note: *p<.05, **p<.01, ***.001

Source: Author Creation

There is no significant difference in the factors within the six constructs among different educational levels because here p-value is more than 0.05.

4.5 Multiple Regression Analysis

Analyze the relationship between a dependent variable and several independent variables. Therefore, the main purpose of multiple regression analysis is to use a set of explanatory variables to predict the dependent variable. Another goal of multiple regression is to maximize the overall predictive power of the independent variables. Multiple regression analysis can also be used to compare two or more sets of explanatory variables to determine the predictive power of each variable. The analysis will be significant when the

R-square higher than 0.1($R^2 > 0.1$), correlation higher than 0.3, and F-value is higher than 4.

Table 4.16 Regression Analysis between Independent Variable CT, PV & PR and Dependent Variable PI

Independent Factors	Expatriate Adjustment			
	Model 1	Model 2	Model 3	Overall Model
	Beta (β)	Beta (β)	Beta(β)	Beta (β)
Consumer Trust	0.617***			0.384*
Perceived Risk		0.353***		-0.030
Perceived Value			0.653***	0.453
R^2	.381	.124	.427	.522
Adj- R^2	.377	.119	.423	.513
p-value	.000	.000	.000	.026
F-value	97.334	22.459	117.768	56.778
D-W	2.032	2.061	2.144	2.088
Tolerance	1.000	1.000	1.000	0.555
VIF Range	1.000	1.000	1.000	1.801

Note: *** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$

Source: Author Creation

To further understand the relationship, Multiple regression used. This regression has been analyzed between independent variable Consumer Trust, Perceived Value & Perceived Risk and Dependent Variable Purchase Intension. By using the stepwise method, the regression result in table 4.16 indicates that Consumer Trust regressed purchase Intention. R-square is .381, meaning that 38.1% of the variance in Purchase intension can be predicted from Consumer trust. Note that F-value = 97.334, P-value = .000 and it is significant. This

indicates that when purchase intention is entered by itself, it is a significant predictor of Consumer trust. The next important part of the output to check is regression coefficient $\beta = .617$, p-value = .000, and static is significant. The VIF is 1.000, which means we do not need to concern about multicollinearity. Based on the above results, hypothesis H7 is supported. Similarly, the regression results in Table 4.16 shows that purchase intention regressed on Perceived Value. As indicated, R-square is .427 and Adj-R-square .423, meaning that 42.30% of the variance in purchase intention can be predicted from Perceived Value. Note that F- value=117.768 p-value=.000 and statistic is significant. The next important part of the output to check is the regression coefficient $\beta = .653$. The VIF is 1.000, which means we do not need concern about multicollinearity. Based on the above result hypotheses, H9 is supported.

Table 4.16 also indicates that purchase intention was regress on Perceived Risk. As shown R-square = .124, and the adjusted R- squared is .119, meaning that 11.90% of the variance in purchase intention can be predicted from Perceived Risk. Note that F-value = 22.459, p-value =0.000, and it is significant; this indicates that when purchase intention is entered by itself, it is a significant predictor of Perceived Risk. The critical part of the output to check is regression coefficient $\beta = .809$, p-value=.000, and it is statically significant. The VIF is 1.000, which means we do not need to concern about multicollinearity. Based on the above results, H8 is supported.

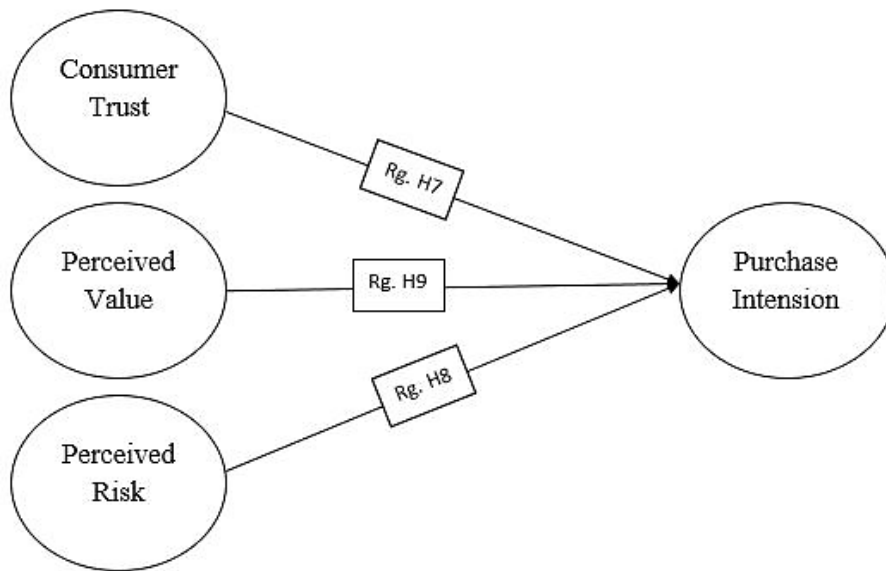


Figure 4.1 The Regression Model of Independent Variable

The Regression Model of Independent Variable CT, PV & PR and Dependent Variable PI.

Source: Author Creation

4.5 Mediation Method (SOBEL TEST)

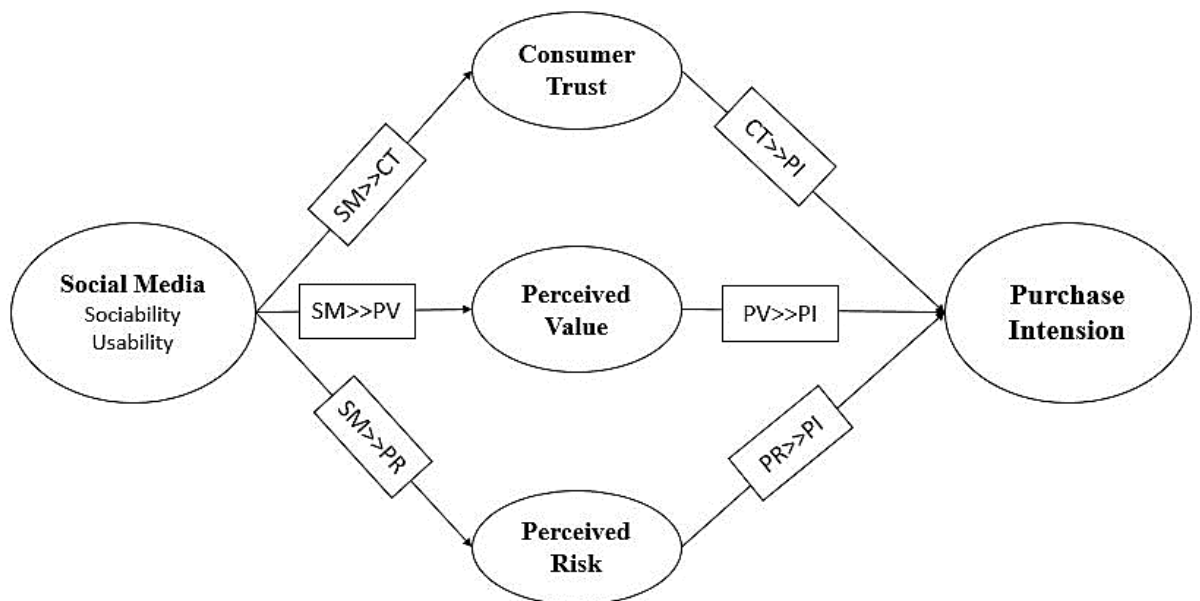


Figure 4.2 The Mediation Model

The Mediation Model of SM>>CT>>PI, SM>>PV>>PI, and SM>>PR>>PI.

Source: Author Creation

When investigating the mediating effect of CCC, the review of Sobel's method includes two stages. According to MacKinnon et al. (1995) Use the following formula to calculate the z test: $Z \text{ value} = a * b / \text{SQRT} (b^2 * \text{SE}a^2 + a^2 * \text{SE}b^2)$. Where a is the connection path constant between the independent variable and the intermediate variable, b is the connection path constant between the intermediate variable and the dependent variable; SE(a) is the general error (SE) of the relationship between the independent variable and the intermediate variable, and SE(b) is the intermediate variable The general error (SE) related to the dependent variable (Iacobacci, 2012). If the z-score exceeds t-value = 1.96 in the two-sided test with $\alpha = 0.05$, the mediating effect is significant (Sobel, 1982). According to Preacher and Hayes (2014), there were four steps to test the mediation effect. The first step is to examine the relationship between the independent variable and the dependent variable. The second step is to check the relationship between independent variables and intermediate variables. The third step is the mediator and dependent variable, which the independent variable is controlling. The last step is to examine the independent variable and dependent variable, while the mediator is controlling. Nitzl et al. (2016) suggested using the bootstrapping with 5000 subsamples with no significant changes to calculate the bias-corrected confidence interval (CI) and percentile for direct effects. MacKinnon, Fairchild illustrate the total effect, and Fritz (2007) refer to as inconsistent mediation.

From the reference of table 4.17 author gets results of checking the mediating effect between social media and Purchase Intension, which is mediating by Consumer Trust, Perceived Value, and Perceived Risk.

Table 4.17 The Result of Mediating Test (Sobel Test).

Hypothesis	a	s _a	b	s _b	Z-test	2-tailed p-value	Result
SM>>CT>>PI	0.0689	0.079	0.438	0.071	5.036**	0.000	Supported
SM>>PV>>PI	0.566	0.081	0.513	0.066	5.196**	0.000	Supported
SM>>PR>>PI	0.305	0.095	0.222	0.064	2.356**	0.001	Supported

Source: Author Creation

As we see table 4.17 and find that consumer trust mediates between social media and the Purchase Intension, getting the result of the Z-test is 5.036, and where the p-value is 0.000 is significant, and it supports our hypothesis. Table 4.17 also shows that Perceived Value is mediating between social media and the purchase Intension; getting the result of the Z-test is 5.196, and the p-value is 0.000 is significant, and so it also supports our Hypothesis.

Similarly, Perceived Risk is also mediating between social media and Purchase Intension; getting a result of the Z-test is 2.356, and the p-value is 0.001 significant, so it also supports our proposed Hypothesis.

CHAPTER FIVE_ CONCLUSION AND SUGGESTIONS

5.1 Discussion

1. **The relationship between sociability, perceived Value, consumer Trust, and perceived risk of social media**

The comes about of theory testing appears that the sociability, Usability performance of social media consolidates a critical positive impact on consumer's belief in social media or perceived value. Moreover, adore the results of different researches that the sense of happiness and sociality, and usefulness negative influence on perceived risk, or shopper trust it's conjointly negative influence on perceived risk (Farivar (2017) & (McKnight, 2002) but, the influences of social media sociality and usability on perceived value are important.

2. **The relationship between consumer Trust, perceived value, perceived risk, and purchase intention**

The research results of belief theory on various factors show that belief has a positive persuasive effect on consumers' perception of value on social media. Beliefs also have a positive effect on purchase intentions.

The association between perceived risk and perceived value invalidates the hypothetical interface title. Most importantly, perceived value will affect purchase intentions. Perceived value seems to have a positive and convincing effect on purchase intention. This shows when customers perceive high value on social media. In the media, the possibility of customers searching for product data and ultimately shopping in this situation is unimaginable.

In conclusion, the observational comes about show that social media's sociality and value. square measure the potential variables that impact clients to utilize social media stages to chase item and information improvement buy

purposeful or make last buys. sociality and esteem totally impact client believe and belief totally impacts seen worth. At long last, seen worth totally impacts buy deliberate. sociality and esteem adversely impact seen chance, in any case, the impacts of seen hazard on buying intention and seen worth do not appear to be crucial.

In addition, the second finding is based on online consumer activities (Shang et al., 2006), which studied the relationship between social media and consumer social media activities, which indicates that consumers are indeed very active on the Internet. The result of this study also revealed that social media consumer behavior on purchase intention use is among the most significant changes to the business world in recent year (Kalpan & Haenleiin .2010)

5.2 Research Conclusion

This article examines the impact of social media on customer behavior in India. The idea of meaning on social media as hypothetical literature is not all bad. Other than customers through social media in India have basically begun. enterprises need sensible skill amid this field in spite of the reality that they illustrate vigorous certainty and intrigued in it.

Table 5.18 The Result of the Hypothesis Testing

H1	Social media sociability and usability positively influence consumer's trust in social media.	Supported
H2	Social media sociability and usability positively influences consumer perceived value.	Supported
H3	Social media sociability and usability negatively influence consumer perceived risk	Supported
H4	Consumer's trust in social media negatively influences consumer perceived	Supported

H5	Consumer's trust in social media positively influences consumer perceived value.	Supported
H6	Consumer's trust in social media positively influences consumer's purchase intention.	Supported
H7	Consumer's perceived risk on social media negatively influences consumer perceived value.	Supported
H8	Consumer's perceived risk on social media negatively influences consumer's purchase intention.	Supported
H9	Consumer's perceived value positively influences consumer's purchase intention.	Supported

The purpose of this research is to test the influence of social media on consumer behavior, analyze the mediating role of consumer confidence, perceived value, and perceived risk attitudes on social media, to test the influence of consumer behavior. Social media aims to analyze the impact of social media on customer purchase intentions. According to the results of this study, social media, behavior, and customer value were identified as the main drivers of purchase intent. The hypotheses tested with the results are shown in Table 5.1

5.3 Research Discussion and Implication

This study aims to define the impact of overall purchase intention. The significance among social media and consumer value, which has been meaningful things when participating on social media platforms the present study explores the purchase intention and effects of social media. Overall, the result from the analysis showed that in particular, finding a positive contribution to social media. Consumers find search engines to find products

or services of interest and purchase; social media provides a unique opportunity to ask relevant communities about your products or services, needs and needs.

(Parr, 2010) Define social media as the use of electronic and online tools to share and discuss data and experiences with different people in a complementary economic way. (Kaplan, 2010) furthermore, (Haenlein & Hergenrother, 2017) social media are Internet-based channels that empower clients to act much and by determination self-present either in a period of time or non-concurrently, with each wide and thin gatherings of people, World Wellbeing Organization determine worth from user-generated substance and so the discernment of interaction with others. Ospina, 2019) social media has modified the planet. The speedy and Brobdingnagian acceptance of those technologies is dynamic a way to notice partners, however we have a tendency to access data from the news, and the way we have a tendency to organize to demand political modification.

The writing amid this study centers on the components that impact client behavior ordinarily underneath the social media setting, and future considers might investigate the varieties between tests from the populace. Illustrations can be the sexual orientation qualification or age qualification of social media impact on client behavior. It might indeed be the qualification in client behavior between clients of shifted social media stages. Too, this study disregards outside factors, like product-related variables. In future investigations, these variables might indeed be encased since the impact of social media on client behavior moreover can be product-related.

5.4 Research Limitation

As mentioned within the previous section, there square measure many limitations to the present study. By considering the results of the observational analysis, a few proposals for future investigation portray as takes after.

This think about comes up short to realize a genuine moo test measure so it might provide an opportunity for adjusting the models and develops degree in the event that feasible. So, inside the longer, term the standard of the think about influences a genuine effect. The consider took a verificatory approach unsupportive the speculation and mode come about from elective areas to check the impact of social media unit, to a few degrees, meta-study. In future analysis, developing various models would be an additional cheap and higher strategy to ascertain that model demonstrates the simplest match.



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